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Digital Manufacturing – Today's answer for Tomorrow's demand

World Trade Center (WTC) Goa organised the second part of a webinar on 'Empowering Digital Business Success.' In his opening remarks, Mr. Ryan Vaz, Founder Infinyt3D, deliberating on 'Digital Manufacturing' said that this concept could be adopted and developed to enhance business productivity Post COVID-19. According to Mr. Vaz, Digital Manufacturing could be very useful for businesses where products of a highly customised nature are in demand, and there is an urgency to supply them with a criterion to incorporate rapid changes in the design and functionality. Digital Manufacturing, Mr. Vaz said, could be today's answer for tomorrow's demands, by facilitating flexible product design in make to order products. He also explained that Digital Manufacturing would help the manufacturer to have an easy switch process control and address the required market change with new products that have to be made ready immediately. Mr. Viresh Vazirani, Founder, Growth Gravy, while speaking on the topic 'Website- Digital Face of a Successful Company' said that the primary purpose of a website is to acquire new business and therefore it is very important for it to have a neat and simple design, clear listing of key features of the products on offer, clear directions for contacting customer relations desk, testimonials of satisfied customers, along with all social media icons of the business, etc. Mr. Vazirani opined that websites which offer a good user experience by being mobile friendly, providing clear instructions on guiding visitors to the next step and updated regularly, would serve as excellent digital brand ambassadors for any successful company. Mr. Anil Colaco, Founder, Progressive Systems, and a specialist in Data Networks addressed the topic of 'Data Networks and Internet Connectivity'. He began by saying that businesses must first identify the type of use for which they seek an internet connectivity. Mr. Colaco listed some of them as being, basic usage, hosting of online virtual meetings, offering financial services, developing content or watching HD Videos. Once the use is defined, a choice could be made between broadband, fibre, wireless or dedicated Internet lines. Mr. Colaco also touched upon the aspect of choosing the right Internet Service Provider (ISP). He explained that it is of sheer importance to understand if the data plan being offered by the ISP is limited or unlimited. He also suggested that the user must measure the ability of the ISP to upscale the plan as demand rises and the speed of their Fault Resolution Time. He concluded his address by speaking on the issue of Wired and Wireless networks and explained the differences as well as advantages of the wired and wireless networks having frequency of 2.4 Ghz and 5Ghz. A Q & A Session was also organized during the webinar.

The webinar was held on June 27, 2020